

ORDER



Orders
Order / Rev: 705661
Alt Order #: 06271857
Product Desc: LIB FNDTN OF FL
Estimate: 337
Flight Dates: 08/12/12 - 08/13/12
Original Date / Rev: 08/09/12 / 08/10/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact: Stephanie Kohlbauer
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Liberty Foundation of Florida
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	10	\$19,400.00	\$16,490.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$19,400.00	\$16,490.00	0.00
Totals	10	\$19,400.00	\$16,490.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	15%	\$19,400.00
Market	100%	\$129,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	32%	\$41,386.67
WFTS	26%	\$33,626.67
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	27%	\$34,920.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/12/12	08/12/12	Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	08/12/12	-----S			1			\$1,600.00		0.00			
E 2	WTSP	08/12/12	08/12/12	CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTSP	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S		1			\$800.00		0.00				
E 3	WTSP	08/12/12	08/12/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S		1			\$10,000.00		0.00				
E 4	WTSP	08/13/12	08/13/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$800.00		0.00				
E 5	WTSP	08/13/12	08/13/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$800.00		0.00				
E 6	WTSP	08/13/12	08/13/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$800.00		0.00				
E 7	WTSP	08/13/12	08/13/12	M-F 530-6p 10 News at 530p	CM	530-6p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$800.00		0.00				
E 8	WTSP	08/13/12	08/13/12	7-730p Inside Edition	CM	7-730p	M-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		2			\$600.00		0.00				
E 9	WTSP	08/13/12	08/13/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	M-----		1			\$2,600.00		0.00				
													Totals	10	\$19,400.00